Serena Hotels successfully concluded the Green Impact Mission: Rakaposhi Basecamp Cleanup Drive on September 13, 2024. This initiative aimed to address the rising waste issue at one of Gilgit-Baltistan's most popular tourist destinations, Rakaposhi Basecamp, while reinforcing Serena Hotels' commitment to sustainable tourism and environmental preservation.

The cleanup drive brought together 50 dedicated volunteers, climbers, and sherpas. The team worked tirelessly to clear litter from the basecamp, ensuring the preservation of its natural beauty. In addition to the waste collection efforts, 10 durable trash cans were installed around the site to promote responsible waste disposal by future visitors.

The drive not only restored the pristine environment of Rakaposhi Basecamp but also raised awareness about the importance of sustainable tourism. By engaging local communities and volunteers in conservation efforts, Serena Hotels continues to advocate for responsible tourism practices across Gilgit-Baltistan.

The Green Impact Mission at Rakaposhi Basecamp is a testament to Serena Hotels’ ongoing environmental stewardship, setting a precedent for similar initiatives across the region. Serena Hotels remains committed to promoting eco-friendly practices that protect Pakistan’s natural heritage for future generations.

About Serena Hotels

Serena Hotels operates across South Asia and East Africa, offering exceptional hospitality with a focus on sustainability, cultural preservation, and community engagement. Through initiatives like the Green Impact Mission, Serena Hotels leads efforts to promote eco-friendly and responsible tourism practices.